

In the Specification

Please replace the paragraph beginning at page 26, line 24, with the following rewritten paragraph:

In step 344, a first prioritization exercise 328 is performed on the measures in the first draft 326 of measurement model 102. For each of the measures (aka metrics) identified in step 342, a table is built that describes the relationship with each of the behaviors it may satisfy. In many cases, a single measure may actually satisfy more than one behavior. This is important in the identification and selection of measures, since it is most desirable to keep the final number of ~~measures~~ measures, or metrics, to a minimum. This prioritization process is done for each of the categories of the measurement model 102. Table 3, First Prioritization Example: People Measurements, illustrates how to capture the prioritization in this step 344.

Please replace the paragraph beginning at page 30, line 1, with the following rewritten paragraph:

The measurement subtotal scores in Table 3 are derived

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from simple counts of the numbers of X's in each of the columns. Those measures with the highest scores satisfy the most number of behaviors and are more desirable as ~~measurers~~ measures in the model since they provide more knowledge and insight for the cost of implementation. Of course, the table could be modified to reflect weighting factors on both cost and effectiveness, but such is not deemed essential for this embodiment of the invention.

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